



Direct Action®- Brandbook

Direct Action - brandbook

Intro

Brandbook is a tool contains basic information on the visual identity of the Helikon-Tex® brand - referred in this document as „the brand”.

Brandbook contains rules and guidelines showing how the use, logo, logotype and emblem of the brand. The book helps to build a proper visual communication of the brand that is coherent with brand strategy.

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1. Logotyp Direct Action®.

The brand logo is the name of the brand.

The brand logotype is written with the Space Grotesk font, with the use of appropriate kerning and modified forms of D and C letters.

The brand logotype is a copyright mark. Self-reconstruction of the brand logotype is prohibited. For reproducing, use only the original file.

The original file should be downloaded from the source indicated by the brand representative.



Logotype design.



Logotyp.

2. Protective field of the logotype.

The protective field is the smallest possible enclosed space surrounding a graphic sign.
The protective field was used to properly expose the graphic sign.



Protective field design.



Protective field.

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3. Direct Action® emblem.

The emblem is an illustration of a triangle that consists of two letters: D and A for Direct and Action. The brand emblem is a copyright mark. Self-reconstruction of the brand emblem is prohibited. For reproducing, use only the original file. The original file should be downloaded from the source indicated by the brand representative.



Emblem design.

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3. Direct Action® emblem.

The emblem is an illustration of a triangle that consists of two letters: D and A for Direct and Action. The brand emblem is a copyright mark. Self-reconstruction of the brand emblem is prohibited. For reproducing, use only the original file. The original file should be downloaded from the source indicated by the brand representative.



Emblem.

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3. Direct Action® emblem.

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The emblem can stand alone. Placement of the ® sign.

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3. Direct Action® emblem.

The emblem is an illustration of a triangle that consists of two letters: D and A for Direct and Action. The brand emblem is a copyright mark.

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Emblem with the ® sign.

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3. Direct Action® emblem.

In justified cases, the emblem may take an alternative form. An alternative form is the outlined version of the emblem. This version of the emblem is available only in a stand-alone form - without the Direct Action® brand logo.

The brand emblem is a copyright mark. Self-reconstruction of the brand emblem is prohibited. For reproducing, use only the original file. The original file should be downloaded from the source indicated by the brand representative.



An alternative form of an emblem with the ® sign.

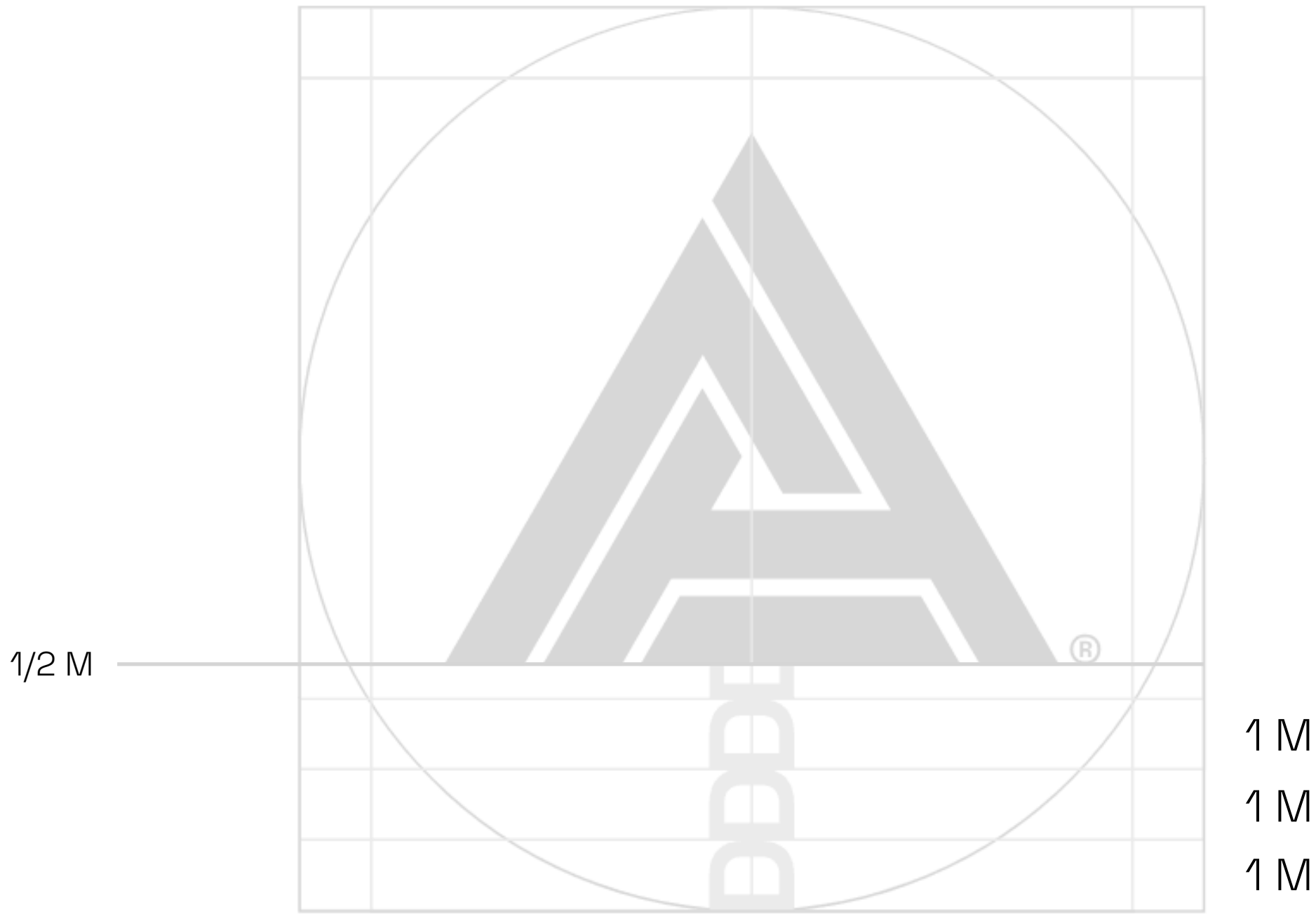


4. Protective field of the emblem.

The protective field is the smallest possible enclosed space surrounding a graphic sign.
The protective field was used to properly expose the graphic sign.



Protective field.



Protective field design.

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5. Direct Action® logo.

The Direct Action® logo consists of a logotype and a brand emblem.

The brand logo is a copyright mark. Self-reconstruction of the brand logo is prohibited.

For reproducing, use only the original file.

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Logo design.



Logo.

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6. Protective field of the logo.

The protective field is the smallest possible enclosed space surrounding a graphic sign.
The protective field was used to properly expose the graphic sign.

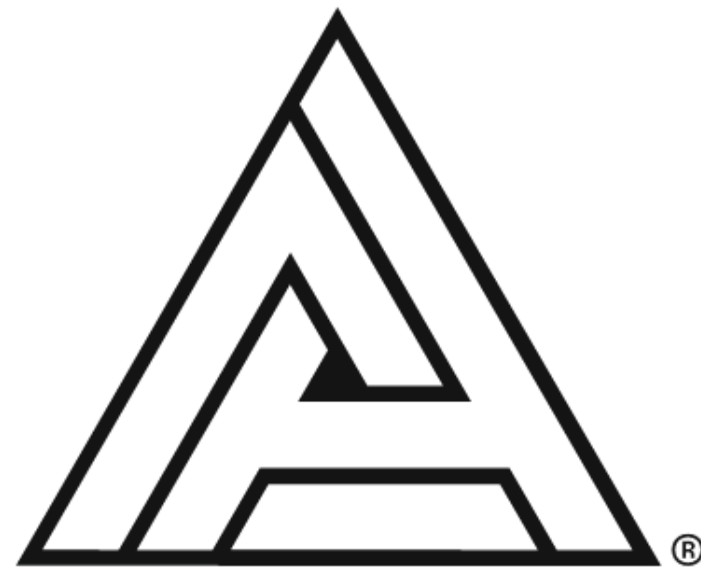
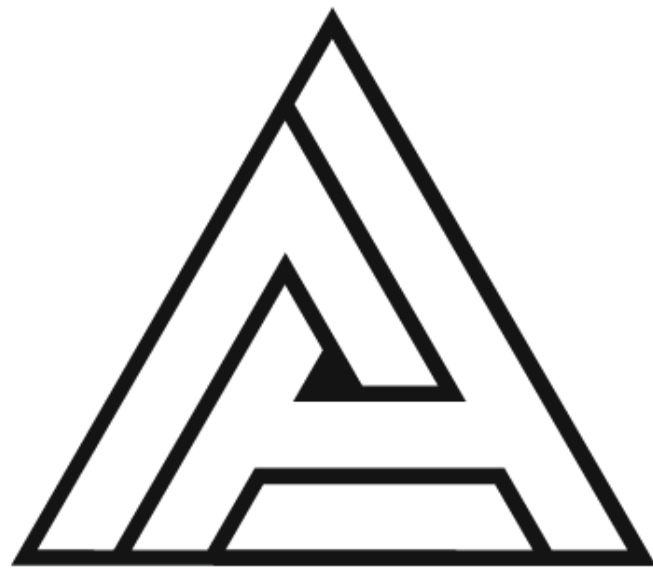
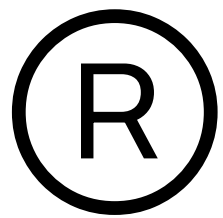


Protective field design in square and circle.

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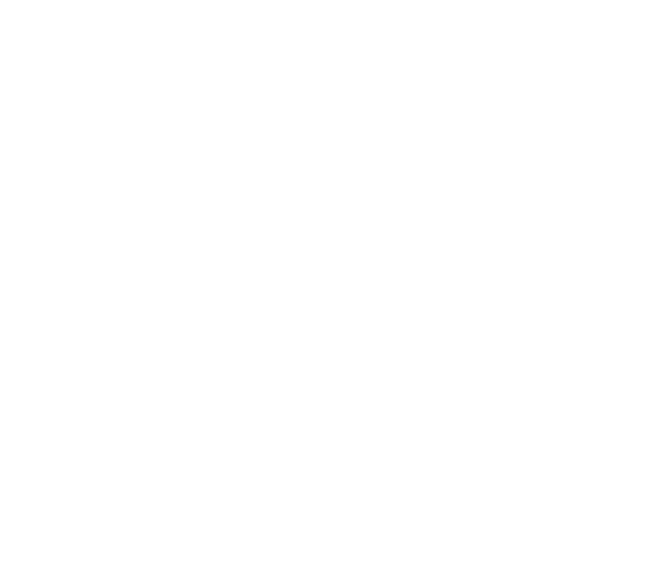
7. Visual identity and the ® symbol.

A trademark may be registered, but there is no obligation to use the ® mark.
A registered trademark shown without the ® symbol is still fully protected by law.



Attention!

The legibility of the ® mark depends on many factors. Each time the decision (to use it or not use it) is made by the designer.



DIRECT ACTION



DIRECT ACTION



DIRECT ACTION®

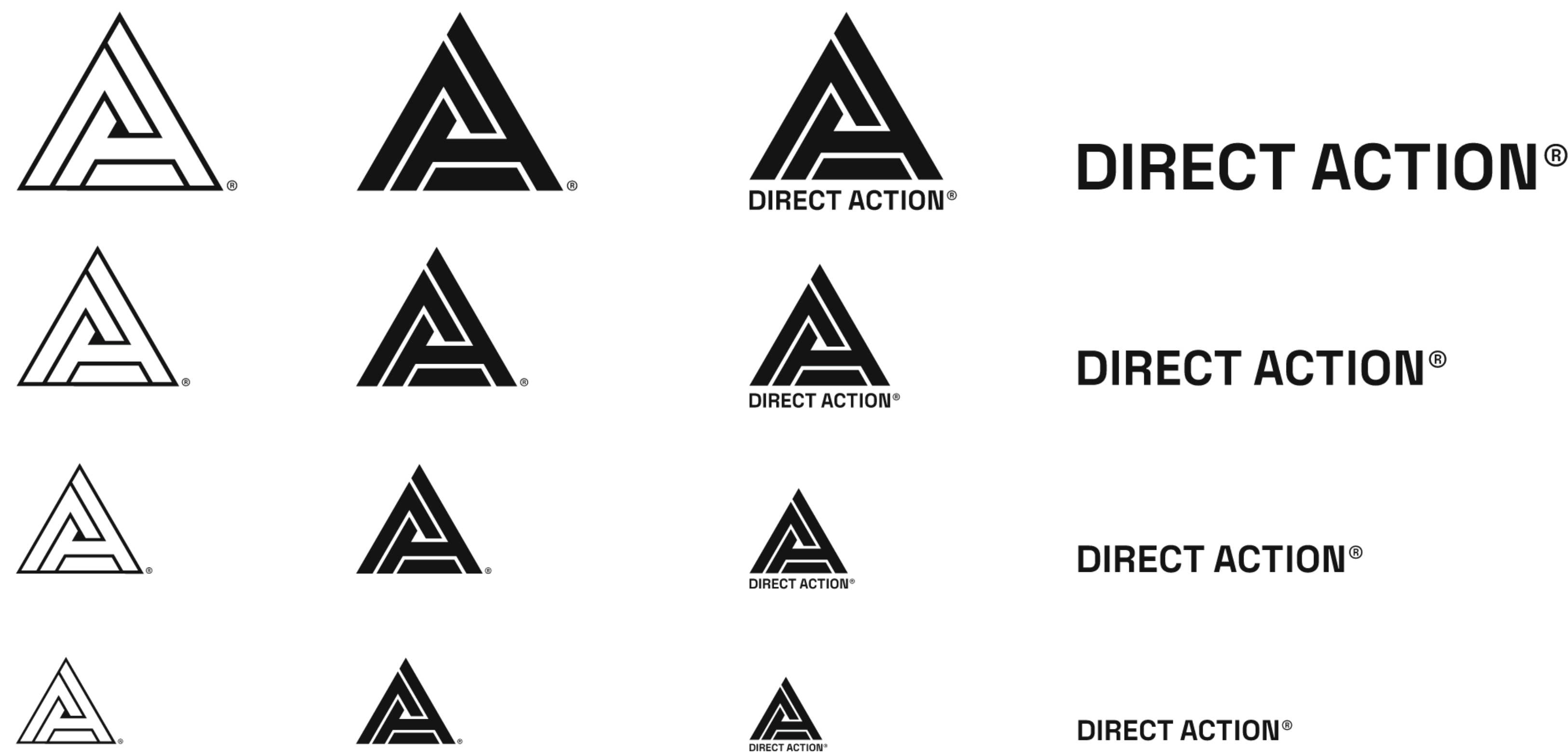


DIRECT ACTION®

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8. Logo, logotype and emblem scaling.

Direct Action® logo, logotypy and emblem should be reproduced in a scale that allows proper display of the graphic signs. The legibility of the ® mark depends on many factors. Each time the decision (to use it or not use it) is made by the designer.



9. Direct Action® typography.

The Space Grotesk font is a basic font for the Direct Action® brand. All available versions (light, regular, medium, semi bold, bold) of the Space Grotesk font are included in the brand’s visual identity.

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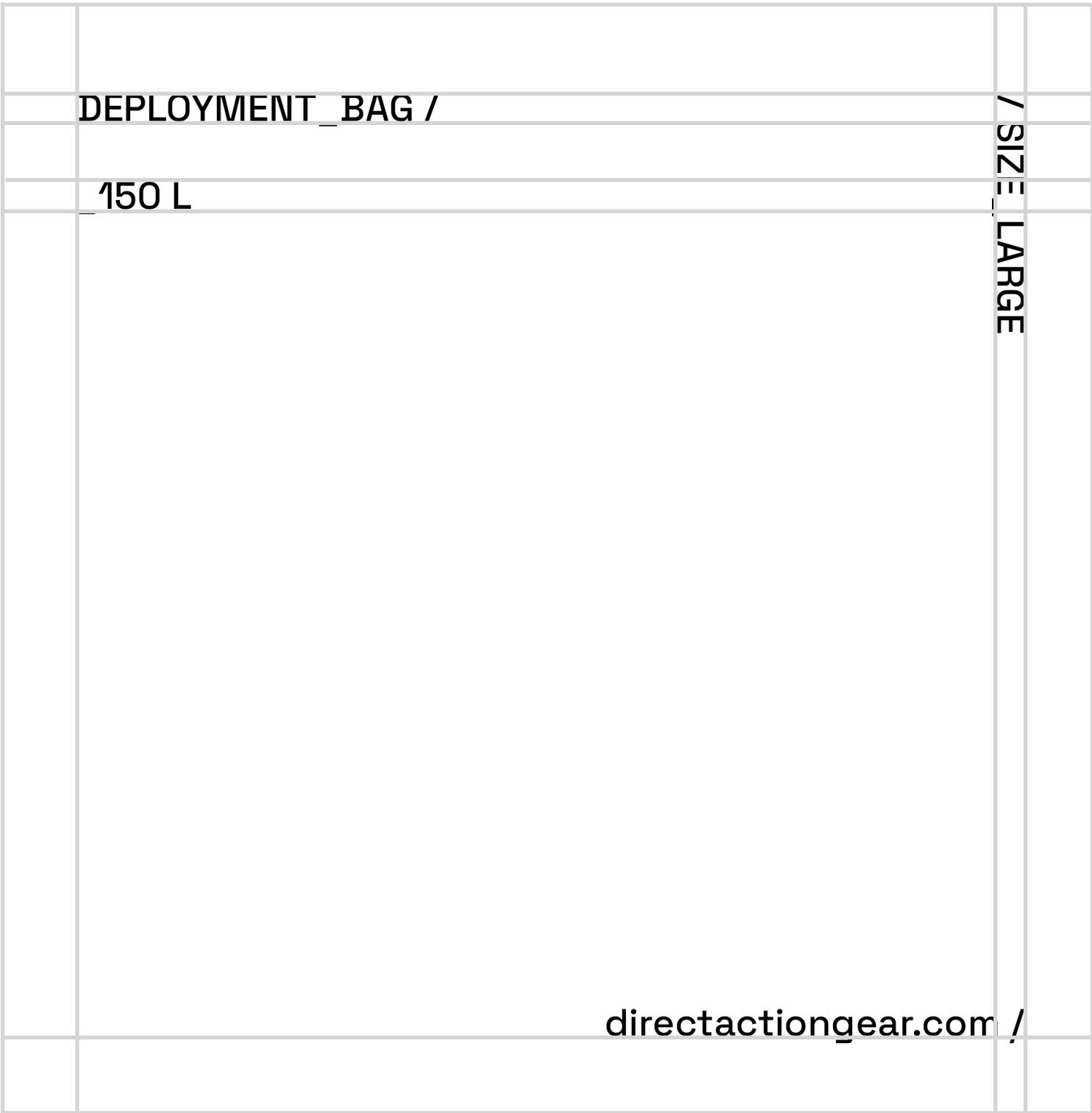
MEDIUM - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. 0 1 2 3 4 5 6 7 8 9 0 Ą ą Ć ć Ę ę Ł ł Ń ń Ó ó Ś ś Ź ź Ż ż

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9. Direct Action® typography.

Basic rules for building a text block:

- the font's capitalizations should be the same on every line of the layout,
- align text to the left or right,
- using „ _ ” or „ / ” characters and text rotating (90 and 270 degrees only!) to underline the technical character of the brand.



Przykładowy blok typograficzny i jego konstrukcja.

9. Direct Action® typography.

The Teko font is an alternative font for the Direct Action® brand. All available versions (light, regular, medium, semi bold, bold) of the Teko font are included in the brand’s visual identity.

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REGULAR - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. 0 1 2 3 4 5 6 7 8 9 0 Ą ą Ć ć Ę ę Ł ł Ń ń Ó ó Ś ś Ź ź Ż ż

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9. Direct Action® typography.

The Teko font is an alternative font for the Direct Action® brand. All available versions (light, regular, medium, semi bold, bold) of the Teko font are included in the brand's visual identity.

The alternative font is dedicated to use on all kinds of advertising gadgets, such as stickers and badges.



Badge design.



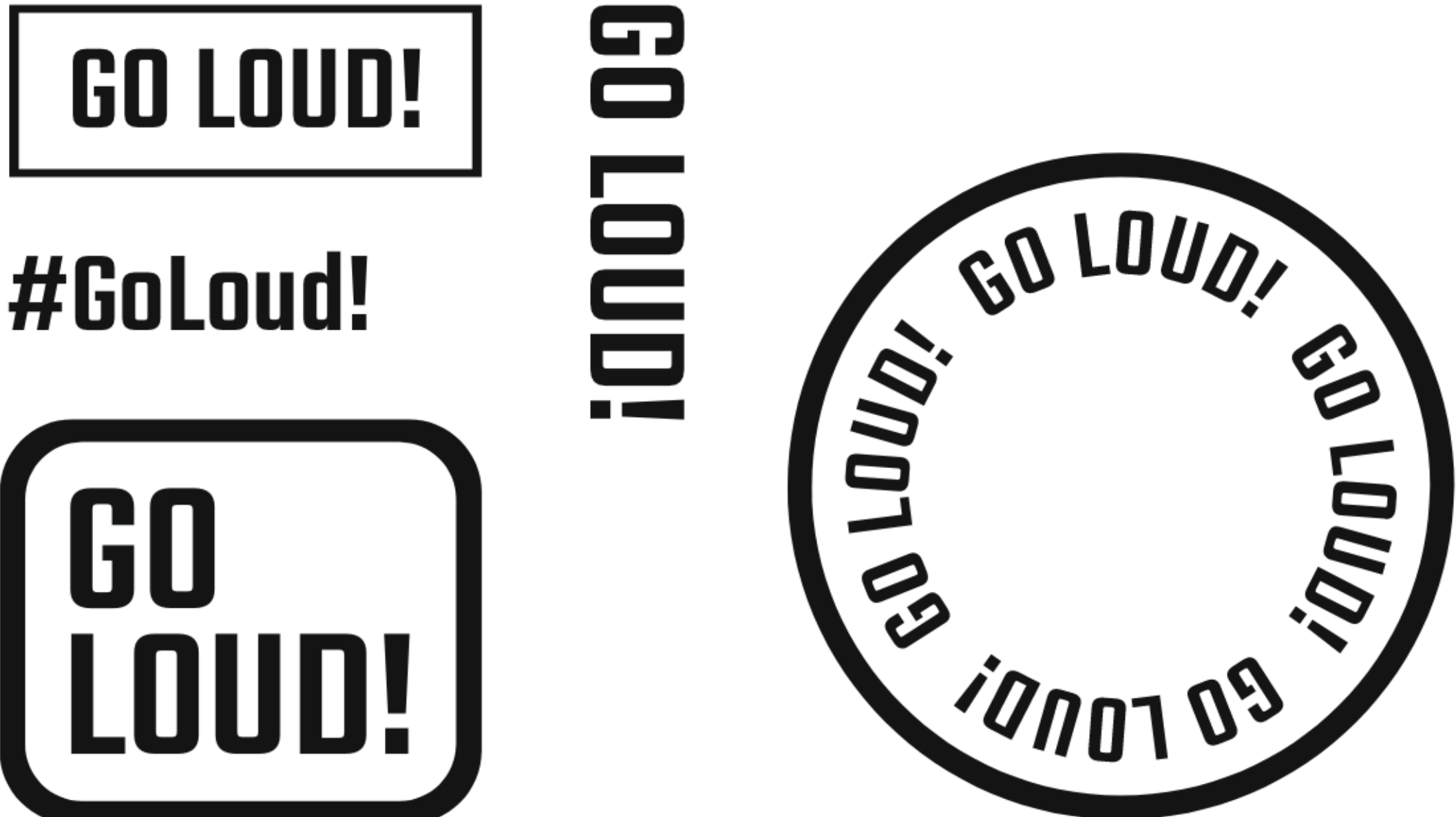
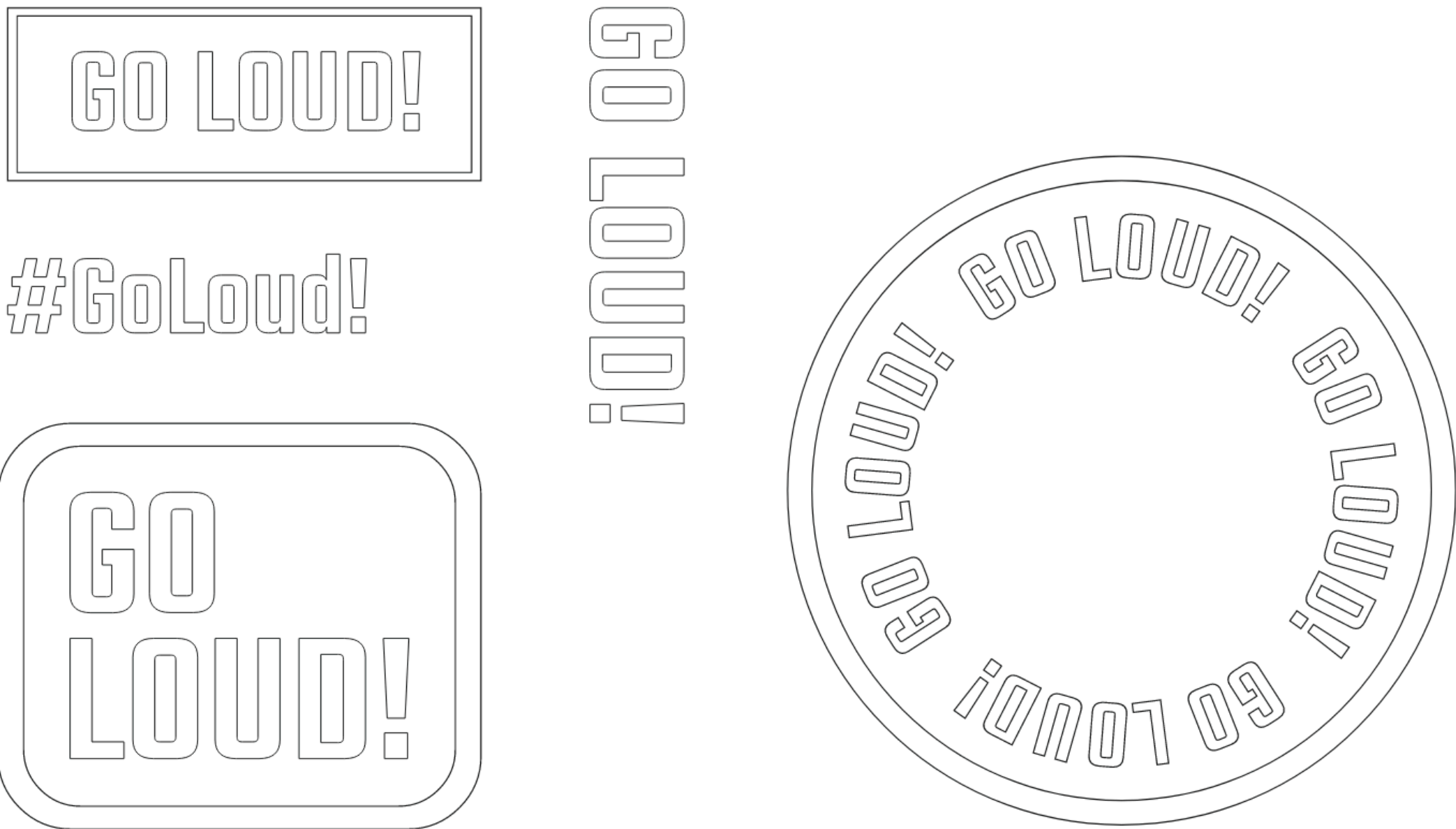
Badge.



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9. Direct Action® typography.

The main claim of the brand is: "Go Loud!". The correct form of claim is: "GO LOUD!" or #GoLoud!
Teko font is the main font for all claims and slogans.



Teko font in brand’s visual identity.

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10. Direct Action® color guide.

Basic color versions of the logo, logotype and emblem are black or white.

Black color in the CMYK palette is marked as: C: 0, M: 0, Y: 0, K: 100.

Black color in the RGB palette is marked as: R: 0, G: 0, B: 0.

Black color in the PANTONE® palette is marked as: Pantone Black 6 C.

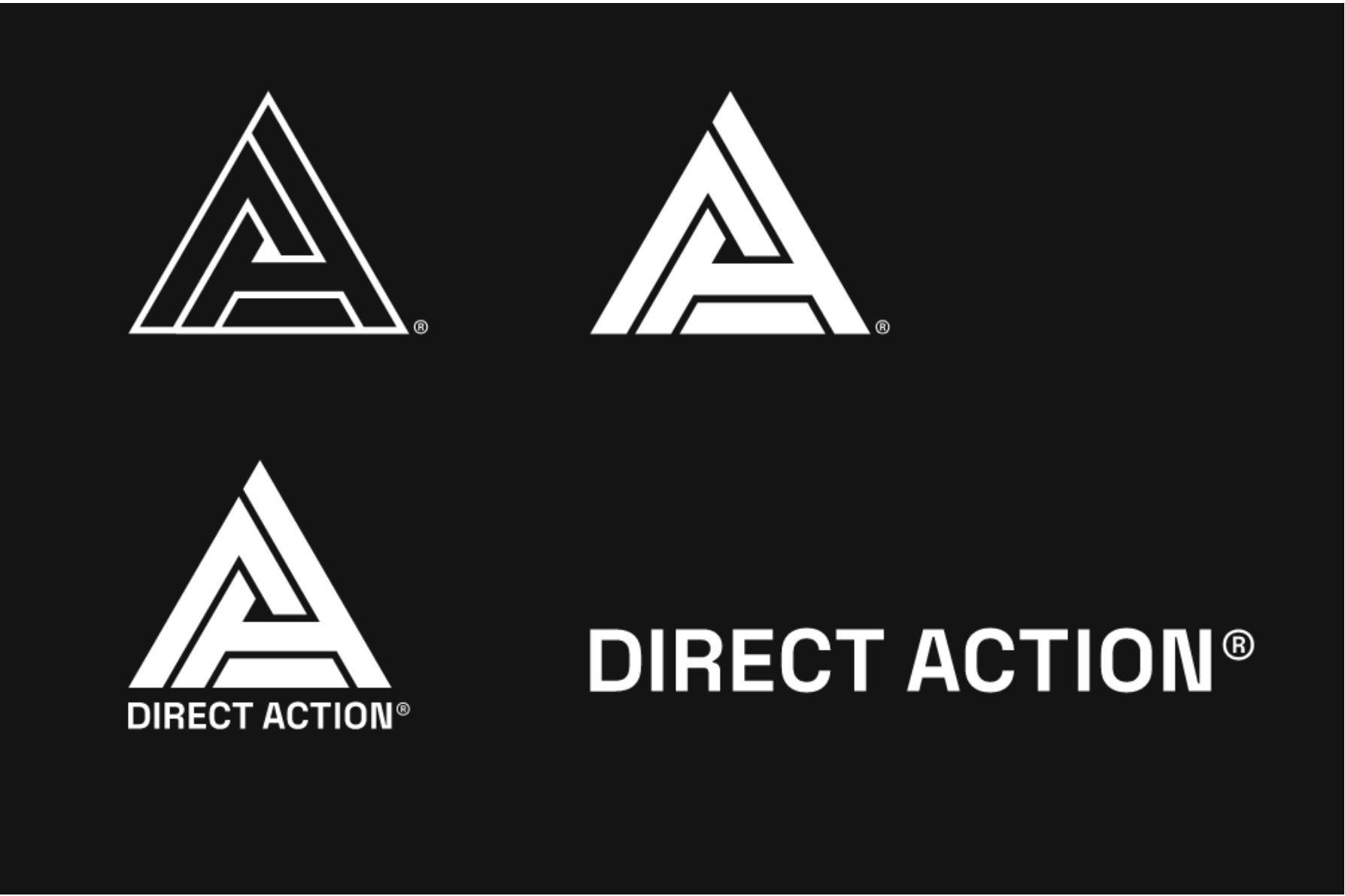
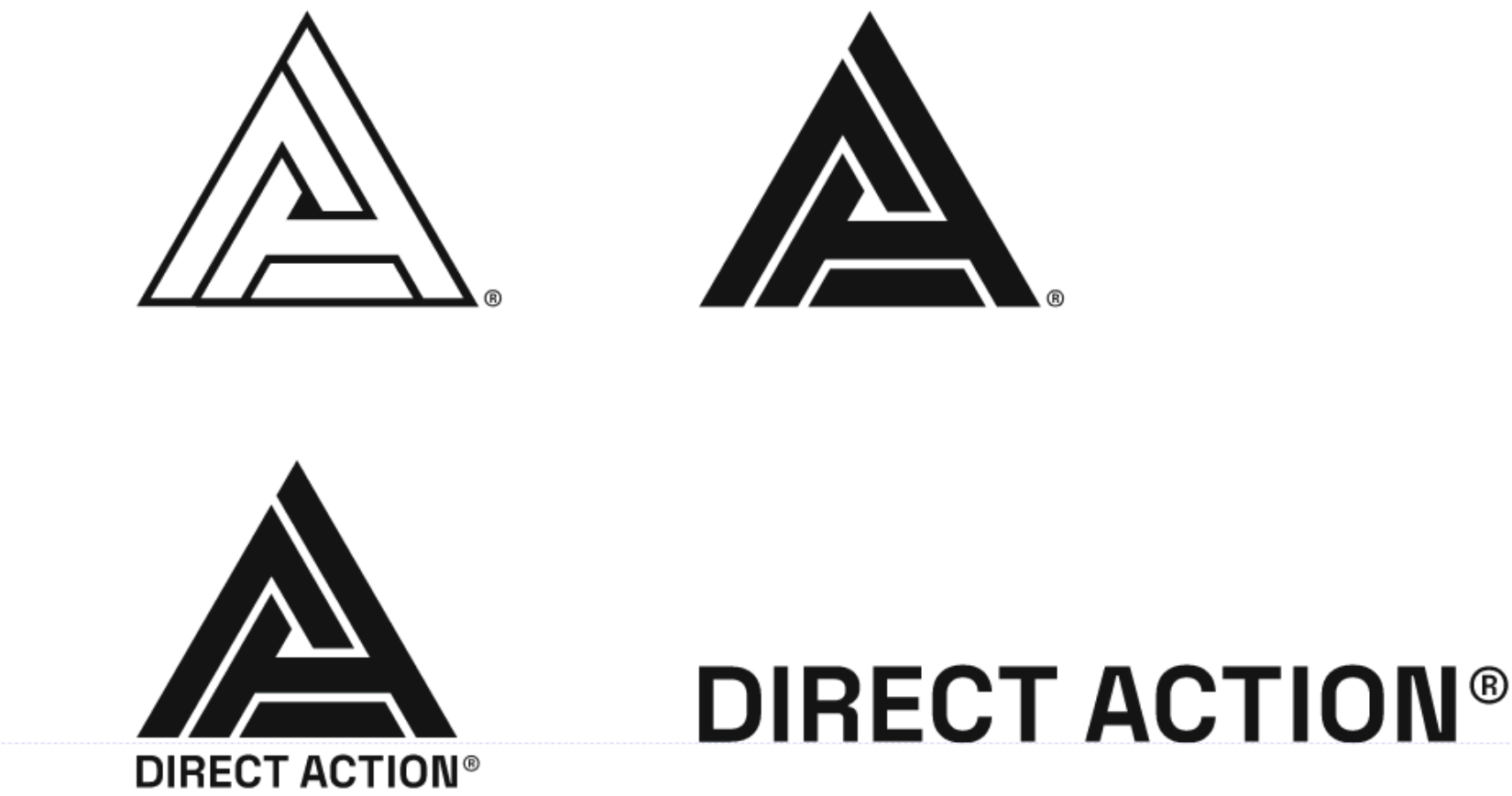
Black color in the HEX palette is marked as: #000000.

White color in the CMYK palette is marked as C: 0, M: 0, Y: 0, K: 0.

White color in the RGB palette is marked as: R: 255, G: 255, B: 255.

White color in the PANTONE® palette is marked as: Pantone 11-0601 TCX.

White color in the HEX palette is marked as: #ffffff.



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11. Prohibited forms.

Any forms of using the logo, logotype and brand emblem contrary to this brandbook are prohibited. Any doubts should be consulted with the brand Marketing Department. The most characteristic errors in the use of the Direct Action® logo, logotype and emblem:

Outline całego logo,



Twisted logo,



Drop shadow pod logo,



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Gradient in logo,



More than one color in logo,



Logo decomposition,



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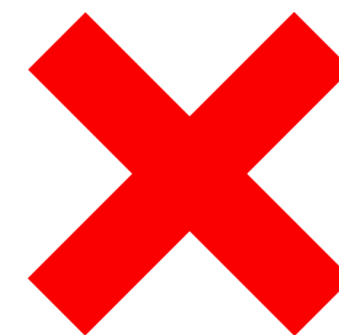
Old logo,



Logo decomposition,



Logo cropping.



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Summary

Any doubts related to this brandbook should be consulted with the Marketing Department of Direct Action® brand.



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